

B. Deletion of embedded hyperlinks in Specification.

Please replace paragraph [0013] with the following amended paragraph:

[0013] Services such as those operating under the names Broker Forum (~~http://www.brokerforum.com~~); ChipSource (~~http://www.chipsource.com~~); Electronet (~~http://www.stknet.com~~); Supply View (~~http://www.supplyview.com~~); IC Source (~~http://www.iesource.com~~); Microline (~~http://www.microline.com~~); ChipCenter (~~http://www.chipecenter.com~~) and CNET (~~http://www.cnet.com~~) offer links such that after user has selected an item to buy, online pricing and/or order entry is provided ("transaction"/"shopping cart program") either via communication with or at the distributor's own web site. However, these sites also ~~does~~do not offer a brokerage service. The need2Buy (~~http://www.need2buy.com~~) site provides a reverse auction whereby a user can submit RFQ's (Requests for Quotation) and get back competitive bids from some select distributors and/or their own brokerage service, but fails to provide the name of the distributor associated with each line-item. PartMiner (~~http://www.partminer.com~~) provides the distributor name on some line-items. On some line-items, this site provides a link for their brokerage service. However, this site does not offer the name of distributor associated with each line-item.

C. Other Amendments to Specification.

(i) Please replace paragraph [0005] with the following amended paragraph:

[0005] The market for goods and services in various industries is becoming increasingly global, with orders for such goods or services originating from several countries. It is, therefore, desirable to provide a quick and efficient way to order products or services through a global network of computers, such as those connected to each other via the Internet. The Internet is a collection of interconnected (public and/or private) networks that are linked together by a set of standard protocols, such as TCP/IP (Transmission Control Protocol/Internet Protocol) to

form a global, distributed network. While this term is intended to refer to what is now commonly known as the Internet, it is also intended to encompass variations which may be made in the future, including changes and additions to existing standard protocols.

(ii) Please replace paragraph [0010] with the following amended paragraph:

[0010] Another type of product or service ordering method utilizes an indirect sales channel. One such indirect sales channel may be provided via a brokerage service. Other examples of indirect sales channels might include an agent service, market-maker service, or any other named service that sources and/or purchases from a seller and resells to a buyer. As referred herein, a brokerage service is often used to exemplify an indirect sales channel and includes any service that involves brokering a deal between a buyer and a seller. Under one exemplary model, a broker charges a price markup for buying goods from a seller and, in turn, reselling them to a buyer. Typically, direct- and indirect- ordering models are viewed as inconsistent and non-complimentary business models, not to be presented together in a business's revenue stream. As a result, direct and brokerage sale models have been applied mutually exclusive of each other. Businesses that offer part search results either enable the SKU (stock keeping unit) line item purchase thoughtthrough direct sale or through brokerage sale, but do not offer both options for every line item. In other words, businesses that offer line item SKU's using a brokerage model avoid using a direct model on these same line items because it is viewed as cannibalizing from the brokerage sale revenue stream. Conversely, businesses that offer line item SKU's using a direct model avoid a brokerage model on these same line items, because it is viewed as detracting from the direct sale revenue stream.

(iii) Please replace paragraph [0021] with the following amended paragraph:

[0021] A further advantage of the invention lies in providing the buyers with the ability to, not only source directly, but to immediately execute an order from participating distributors. Further,

the present invention provides for multiple orders directly through corresponding purchasing systems of several distributors at a single point-of-purchase, e.g., a buyer's client station. In the alternative, the invention enables a buyer, through the brokerage service, to buy from another source in which they might feel more comfortable because of location, terms, ISO9002 (International Organization of Standardization Quality Certification No. 9002) classification, kitting ability, minimizing supplier base, and/or any other reasons.

(iv) Please replace paragraph [0027] with the following amended paragraph:

[0027] As shown in FIG. 1, a seller information database 100 is connected through a server 200 to a network, such as the Internet 10. In this way, the Internet provides buyers with access to the sellers via the system. Sellers provide their product/service inventory database information (via direct seller database 110, distributor database 120 or indirect seller database 140, as applicable based on the type of seller) to the system via the Internet 10 using computer terminals 16. Both direct sales channels and indirect sales channels are provided. A buyer interfaces with the system via a user interface 600, such as one that is developed using a well-known markup language protocol, e.g., HTML (Hypertext Markup Language). In this way, buyers can access the seller information database and that of the distributors.

(v) Please replace paragraph [0034] with the following amended paragraph:

[0034] FIG. 3 depicts a sample system website screen presenting a potential buyer's search results, showing items available and providing at least one direct purchasing channel 30 and one indirect purchasing channel 50.